

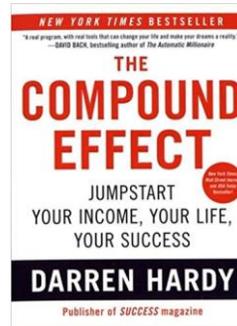
CHRIS SWENSON'S MASTER NOTES

Practice Success in Less Time and with Less Money



THE COMPOUND EFFECT

Jumpstart Your Income, Your Life, Your Success



BY DARREN HARDY

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176 PAGES

“This book is about success and what it really takes to earn it. It’s time someone told it to you straight. You’ve been bamboozled for too long. There is no magic bullet, secret formula, or quick fix. You don’t make \$200,000 a year spending two hours a day on the Internet, lose 30 pounds in a week, rub 20 years off your face with a cream, fix your love life with a pill, or find lasting success with any other scheme that is too good to be true. It would be great if you could buy your success, fame, self-esteem, good relationships, and health and well-being in a nicely clam-shelled package at the local Walmart. But that’s not how it works. ...

What this book is about, with all the unnecessary noise, fat, and fluff removed, is what really matters. What really works? What half-dozen basics, when focused on and mastered, constitute the operating system that can take you to any goal you desire and help you live the life you were meant to live? This book contains those half-dozen fundamentals; they comprise the operating system called the Compound Effect.” – Darren Hardy from THE COMPOUND EFFECT

BOOK DESCRIPTION (from Amazon)

No gimmicks. No Hyperbole. No Magic Bullet. The Compound Effect is based on the principle that decisions shape your destiny. Little, everyday decisions will either take you to the life you desire or to disaster by default. Darren Hardy, publisher of Success Magazine, presents The Compound Effect, a distillation of the fundamental principles that have guided the most phenomenal achievements in business, relationships, and beyond. This easy-to-use, step-by-step operating system allows you to multiply your success, chart your progress, and

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achieve any desire. If you're serious about living an extraordinary life, use the power of The Compound Effect to create the success you want.

NOTE INTRODUCTION

Darren Hardy, publisher of Success Magazine has written a phenomenal book filled with great takeaways, principles, and practical tools all helping you create the life you dreamed of!

Get your copy of the book here, [THE COMPOUND EFFECT!](#)

Let's dive right in and discuss some great takeaways from this excellent book!

THE COMPOUND EFFECT

"The Compound Effect is the principle of reaping huge rewards from a series of small, smart choices. What's most interesting about this process to me is that, even though the results are massive, the steps, in the moment, don't feel significant. Whether you're using this strategy for improving your health, relationships, finances, or anything else for that matter, the changes are so subtle, they're almost imperceptible. These small changes offer little or no immediate result, no big win, no obvious I-told-you-so payoff. So why bother? Most people get tripped up by the simplicity of the Compound Effect. ... What they don't realize is that these small, seemingly insignificant steps completed consistently over time will create a radical difference." – Darren Hardy from THE COMPOUND EFFECT

Consistently taking small steps over time can make all the difference in your business and your life for that matter!

As practice owners looking to expand our practice or level-up we all can get caught up in looking for that big step that will make all the difference.

Rather, as Hardy illustrates here, making those small consistent steps will build our businesses to greatness in the long run! We just need patience!

Focusing on the process and not the results is an idea that many success authors preach! Find what you can control and work that system consistently is what the compound effect is all about.

Hardy gives us a great illustration of this principle at work in the book as shared the story of the magic penny! Which would you take: 1) \$3 million in cash today or 2) a single penny every day and then doubled every day for 31 days?

For the sake of illustration, let's say you choose the \$3 million and I choose the penny option.

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On day one there is no comparison...I get a penny and you get \$3 million! Even after day 5 you still look pretty good... I get 16 cents and you still got \$3 million. After 20 days I now have \$5,243.

Still looking good for you? Let's jump to day 31 and find out! On day 31, you have \$3 million (unless you spent it already, lol)! Now here is where we see the compound effect really kick in because on day 31 I now have \$10,737,418.24!

Now that is the greatest illustration of Hardy means about the power of the compound effect!

DAILY DISCIPLINES = YOUR FAIRLY TALE ENDING

"By the end of this book, or even before, I want you to know in your bones that your only path to success is through a continuum of mundane, unsexy, unexciting, and sometimes difficult daily disciplines compounded over time. Know, too, that the results, the life, and the lifestyle of your dreams can be yours when you put the Compound Effect to work for you. If you use the principles outlined in the The Compound Effect, you will create your fairy-tale ending." – Darren Hardy from *THE COMPOUND EFFECT*

You will not find any book on success of building a practice/business that does not stress the importance of CONSISTENCY OVER TIME.

The key to marketing...Consistency over time! The key to success...Consistency over time! You get the idea. Hardy would like for you to know that in your bones!

However, that daily discipline may not be the most enjoyable as Hardy describes it as doing the *mundane, unsexy, unexciting, and sometimes difficult daily disciplines!* But, if you stay the course by applying the compound effect, you will eventually find yourself surrounded by the lifestyle of your dreams...a happy fairy-tale ending.

Take those consistent mundane steps daily and apply the compound effect!

TRACK IT ALL!

The first step toward change is awareness. If you want to get from where you are to where you want to be, you have to start by becoming aware of the choices that lead you away from your desired destination. Become very conscious of every choice you make today so you can begin to make smarter choices moving forward. Track every action that relates to the area of your life you want to improve." – Darren Hardy from *THE COMPOUND EFFECT*

As therapists, we all understand that awareness is always the first step. However, once we become aware then what...

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Track it! As Hardy recommends...Track every action that relates to the area of your practice/business that you want to improve!

First you really need to know what is getting you off the track! Then once you identify what keeps you on the track, you can then track those as well.

Tracking it keeps it in your mind! Much like keeping track of your expenses. The more it is on your mind the better you seem to manage it!

It is very important to understand that the compound effect can work in reverse as well. Doing unproductive things and making poor decisions will result in a compounding of not so fun!

That is why figuring out what keeps you on track and what keeps you off is so very important!

Here is to tracking! And then compounding to greatness! Only if you are aware, lol!

BIG MO COMES A KNOCKING!

Getting off the ground. Your old ways and your old conditioning are just like the inertia of the merry-go-round or the pull of gravity. Everything just wants to stay at rest. You'll need a lot of energy to break your inertia and get your new enterprise under way. But once you get momentum, you will be hard to stop—virtually unbeatable—even though you're now putting out considerably less effort while receiving greater results.” – Darren Hardy from THE COMPOUND EFFECT

A classic lesson from physics class! I actually enjoyed physics class in high school...guess I was a bit weird that way, oh well, LOL!

Anyways, let's skip the physics details and just illustrate the point!

Ever had to push your car? Most likely you probably had to at one point or another. Anyways, the strength, the sweat, the hardest part was getting that damn car to move! But once it began moving, it took much less blood sweat and tears!

Exactly the same works in our practices! Once we can consistently engage in those compounding behaviors and choices the more momentum we create. Then things can become a little easier for us. That momentum is what Hardy refers to as “big MO!”

Hardy lays out a great plan for us in his book, here it is: *“How do you get Big Mo to pay you a visit? You build up to it. You get into the groove, the ‘zone,’ by doing the things we’ve covered so far:*

- 1) Making new choices based on your goals and core values*
- 2) Putting these choices to work through new positive behaviors*

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3) Repeating those healthy actions long enough to establish new habits

4) Building routines and rhythms into your daily disciplines

5) Staying consistent over a long enough period of time

Then, *BANG!* Big Mo knocks in your door (that's a good thing!) And you're virtually unstoppable."

MORNING AND NIGHT RITUALS

"The key to becoming world-class in your endeavors is to build your performance around world-class routines. It can be difficult, even futile, to predict or control what will show up in the middle of your workday. But you can almost always control how your day starts and ends. I have routines for both." – Darren Hardy from *THE COMPOUND EFFECT*

This idea is absolutely huge! Probably one of the most impactful on my practice and my life! Even though I am not a morning person, lol!

Hardy emphasizes the importance of starting and ending your day with a routine that propels you to success! In fact, this principle is what nearly all successful authors have recommended!

Look to create those morning and nightly rituals that consist of behaviors that keep you on track! In the book, Hardy walks us through in detail what he does!

It works, totally! I can truly attest to that! Especially when I have demonstrated my humanness and missed a day. That day don't quite go very well, lol!

YOUR NEXT FIVE YEARS

"No matter where you are, or what year it is when you find this book, if I could, I'd ask you these simple questions: "Look back on your life five years ago. Are you now where you'd thought you'd be five years later? Have you kicked the bad habits you had vowed to kick? Are you in the shape you wanted to be? Do you have the cushy income, the enviable lifestyle, and the personal freedom you expected? Do you have the vibrant health, abundant loving relationships, and the world-class skills you'd intended to have by this point in your life?" If not, why? Simple—choices. It's time to make a new choice—choose to not let the next five years be a continuum of the last. Choose to change your life, once and for all. Let's make the next five years of your life fantastically different from the last five!" – Darren Hardy from *THE COMPOUND EFFECT*

Take some time to reflect upon each and everyone of those questions Hardy asks in the highlight! Journal around them as they are truly amazing and powerful questions!

As you looked back, are you now where you thought you would be? If not, did you compound up or down? Or, maybe not at all.

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Anyhow, utilizing what Hardy has taught in the book and what you have learned from this Master Note, now is the time to start developing that awareness, track those positive actions, welcome Mr. Mo, and start compounding toward your next five year dreams!!!

ABOUT THE AUTHOR OF “The Compound Effect”



DARREN HARDY

Darren Hardy is today's preeminent Success Mentor having been a central business leader in the personal growth and success industry now for more than 20 years. He has led three success television networks producing over 1,000 TV shows featuring most every influential thought leader of our times. And for eight years Darren led the rebirth of SUCCESS Magazine as its publisher and founding editor. You can connect with Darren each morning with his FREE mentoring program, DarrenDaily. Sign up at DarrenDaily.com today!

ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>